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January 30, 2008

Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: Commercial Mobile Service Alert
System – PSHSB Docket NO 07-287

Dear Members of the FCC:

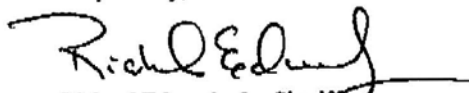
I am writing in reference to PSHSB Docket No. 07-287 and to express my strong support of ALERT FM, an FM-based alert and single-to-multipoint messaging system that delivers targeted information via FM radio signals. With the launch of ALERT FM, targeted alerts and messages are received on ALERT FM receivers and other mobile devices, including cell phones, PDAs, and other specialized receivers equipped with FM chips. ALERT FM incorporates Radio Broadcast Data System ("RBDS") technology to send digital information using conventional FM Radio infrastructure.

The reliability and redundancy of ALERT FM lies in its use of a pre-existing network of FM radio towers, which in turn provides overlapping coverage of an area – even if one radio tower is down a signal can be picked up from another. With the use of FM radio signals, the ALERT FM system has the ability to provide an encrypted information transmission medium with multiple backup and area-wide coverage without the "nodal vulnerability" of other communication systems. This system is a powerful, switchless solution because messages will not clog up existing switched wireless networks, and the broadcast signal is more robust than other systems.

As an authorized emergency management official, the ALERT FM license will allow me to create and send notifications to a specific group of first responders and citizens before, during and after a crisis. I chose the ALERT FM local platform because it allows customization to my specific needs, and the secure homepage of the ALERT FM local license allows the authorized user to manage the content being delivered. ALERT FM gives me the ability to distribute real-time notifications, not only to warn first responders and citizens of similar emergencies, but also to brief them after a crisis with information such as evacuation instructions, traffic alerts and school notifications.

In closing, let me reiterate my commitment and enthusiastic support of ALERT FM. Please feel free to contact me should questions arise.

Respectfully,



Richard Edwards, Jr., Sheriff
Jefferson Davis Parish, Louisiana